

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3146

December 24, 1997

RJR Account #160600
Mr. B. Donahue
DONAHUE TOBACCO CO.

DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Bill:

DORAL \$1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 22 SKUs of preassembled Counter Displays (Item #535625) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

PO #010898

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
<u>1</u>	Doral Light	12300-24698
<u>1</u>	Doral Light 100	12300-24750
<u>1</u>	Doral FF 100	12300-24751

Product / Premium Arrival:

January 8, 1998

Ship Date to Retail:

Week of: January 19, 1998

Displays (Item #535625)

SKU CUBE:

0.4965

SKU WT (w/o Product):

1.5625 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$455.40

7358-
0336

51845 7753

-2-

\$1.00 2-Pack Tear Tape
DONAHUE

Promotion Description:

Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. Four cartons, using the three different brand styles, should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt / Doral Lt 100 / Doral FF 100

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$14.00 (1 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162302

L. E. MacWilliams

Att: Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN50DOR.DOC

51845 7754

SN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 1
DATE: 97-12-24
TIME: 10:58 AMWHOLESALER : 160600 DONOHUE CANDY & TOB., INC. <DIRECT>
TEMPLATE : 800004 80100 DOR JAN S1/2 NO
TEMPLATE SEQ : 0023
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162320	705930	B&R GETTY	MAIN STREET RT. 9	S GLENS FALLS	NY	12803	1				(518) 793-4715
162302	162320	711841	ANCHOR BEVERAGE	228 SARATOGA RD	S GLENS FALLS	NY	12803	1				(518) 793-7288
162302	162320	748814	RUTH'S MINI MART	84 MAIN ST	S GLENS FALLS	NY	12803	1				(518) 798-9291
162302		176627	EDDIES GROCERY	82 BOULEVARD ST	HUDSON FALLS	NY	12839	1				(518) 747-3277
162302	162320	177035	HARTFORD IGA	ROUTE 40	HARTFORD	NY	12838	1				(518) 632-5291
162302	162320	177038	SCOTTIES VARIETY	20 MAIN ST	GRANVILLE	NY	12932	1				(518) 642-9889
162302	162320	250716	BONFARE	RT 9 SARATOGA AVE	S GLENS FALLS	NY	12803	1				(518) 798-4781
162302	162320	573906	ZAFAR DAR & SONS PE	122 AVIATION RD	QUEENSBURY	NY	12804	1				(518) 792-3110
162302	162321	640167	ZENATH PETROLEUM	278 BROADWAY	FORT EDWARD	NY	12828	1				(518) 747-8503
162302	162320	670993	FAITH ENTERPRISES	EXIT 23	LAKE GEORGE	NY	12845	1				(518) 623-3707
162304	162321	392637	GETTY MART	1324 SARATOGA RD	BALLSTON SPA	NY	12020	1				(518) 885-2538
162304	162321	699172	ZZ PETROLEUM, INC.	2429 STATE ROUTE	BALLSTON SPA	NY	12020	1				(518) 899-6271
162304	162321	724732	GETTY MART #58704	253 MILTON & PROS	BALLSTON SPA	NY	12020	1				(518) 884-9533
162305	162322	579471	N&H GROCERY	218 LARK ST	ALBANY	NY	12210	1				(518) 436-0484
162306		634314	HAMADA MART INC.	95 CONGRESS STREE	TROY	NY	12180	1				(518) 275-0514
162306	162325	634335	STAR MARKET	2300 15TH STREET	TROY	NY	12180	1				(518) 274-1521
162306	162326	686763	GM PETROLEUM	RT 9 & 20	EAST GREENBUSH	NY	12061	1				(518) 477-9129

PAGE BREAK TOTAL ACCOUNTS 17 TOTAL QUANTITY 17

TEMPLATE TOTAL ACCOUNTS 17 TOTAL QUANTITY 17

***** END OF REPORT FOR PROMOTION 800004 *****

51845 7755

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS**

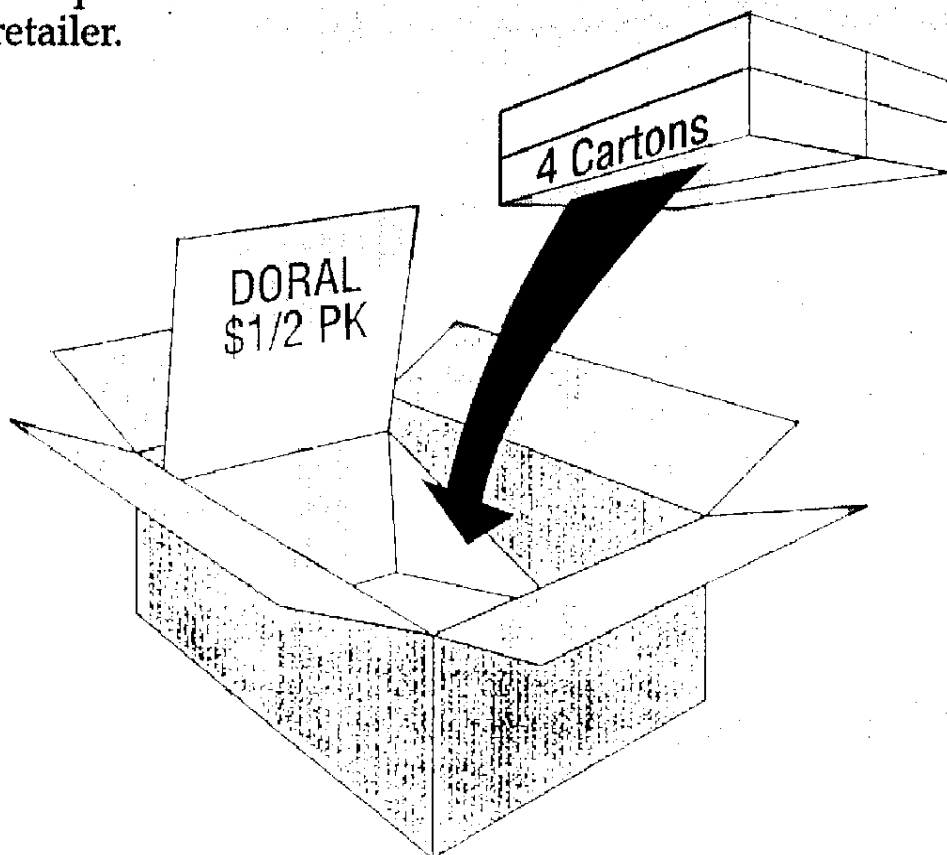
1ST QTR. '98

January DORAL \$1.00/2 PK

(\$1.00 off 2 packs—Pack Outlets, CTS Pack)

STEPS

1. Open DORAL \$1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item:** # 535481 - Pack Outlets

535625 - CTS Pack

Description: DORAL \$1/2 PACKS Display / POS kit

* Pack 4 ctns per display
4 styles may not be
shipped to all direct acct.

Brand Style	<i>Light</i>	<i>Light 100</i>	<i>Light MEN 100</i>	<i>FF 100</i>		
Number of Cartons	<i>/</i>	<i>/</i>	<i>/</i>	<i>/</i>		

51845-7756